

## VISITOR DEMOGRAPHICS

As Figures 60 and 61 show, 2008 Mesquite visitors were likely to be married (90%), white (96%), and from the Western U.S. (76%, down from 80% in 2005). The average age was 59.0 (up significantly from 56.3 in 2004 and 57.8 in 2005), with over one-third (37%) 65 or older (up significantly from 2004-2007). Visitors were more likely to be retired (53%, up from 42% in 2004 and 47% in 2005) than employed (45%). More than one-half (53%) had a household income of less than \$60,000 (down from 57% in 2004, 60% in 2005, and 63% in 2007). Four in ten (40%) had a high school education or less, while 41% reported some college.

FIGURE 60  
VISITOR DEMOGRAPHICS

	YEAR 2004	YEAR 2005	YEAR 2006	YEAR 2007	YEAR 2008
<u>GENDER</u>					
Male	50%	50%	50%	50%	50%
Female	50	50	50	50	50
<u>MARITAL STATUS</u>					
Married	86	88	90	90	90
Single	5	3	3	3	2
Separated/divorced	6	6	4	4	5
Widowed	4	4	4	3	3
<u>EMPLOYMENT</u>					
Employed	54	50	47	46	45
Unemployed	1	1	1	1	1
Retired	42	47	50	51	53
Homemaker	3	2	2	2	1
<u>EDUCATION</u>					
High school or less	38	39	37	41	40
Some college	35	35	36	38	41
College graduate	25	23	25	19	19
Trade/vocational school	3	3	3	2	1
<u>AGE</u>					
21 to 29	3	2	1	2	2
30 to 39	7	5	4	4	4
40 to 49	17	15	12	12	13
50 to 59	29	31	30	28	24
60 to 64	17	19	20	22	20
65 or older	27	29	33	32	37
MEAN	56.3	57.8	59.1	58.9	59.0
BASE	(1200)	(1200)	(1200)	(1200)	(1200)

FIGURE 61  
VISITOR DEMOGRAPHICS  
(Continued/2)

	YEAR 2004	YEAR 2005	YEAR 2006	YEAR 2007	YEAR 2007
<b>ETHNICITY</b>					
White	97%	97%	96%	96%	96%
African-American/Black	0	1	1	1	1
Asian/Asian American	1	0	0	1	1
Hispanic/Latino	1	1	1	1	1
Other	1	1	1	1	1
<b>HOUSEHOLD INCOME</b>					
Less than \$20,000	6	3	3	3	2
\$20,000 to \$39,999	25	27	27	31	18
\$40,000 to \$59,999	26	30	27	29	33
\$60,000 to \$79,999	20	22	23	22	18
\$80,000 or more	17	15	16	13	27
Not sure/no answer	5	4	4	2	2
<b>VISITOR ORIGIN</b>					
<u>U.S.A.</u>	<u>93</u>	<u>91</u>	<u>91</u>	<u>92</u>	<u>91</u>
Eastern states*	3	2	2	2	1
Southern states†	3	3	3	5	5
Midwestern states‡	8	6	8	8	8
Western states§	<u>79</u>	<u>80</u>	<u>78</u>	<u>78</u>	<u>76</u>
<u>California</u>	10	9	8	8	9
Southern California	9	7	7	7	8
Northern California	1	1	1	1	1
<u>All Other West</u>	<u>69</u>	<u>71</u>	<u>70</u>	<u>70</u>	<u>67</u>
Utah	31	30	30	28	30
Arizona	3	5	6	5	4
Greater Las Vegas	10	10	10	11	9
Other West	25	26	24	26	25
No ZIP code given	0	0	0	0	0
<u>Foreign</u>	<u>7</u>	<u>9</u>	<u>9</u>	<u>8</u>	<u>9</u>
<b>BASE</b>	(1200)	(1200)	(1200)	(1200)	(1200)

\* Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

† Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

‡ Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

§ Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.